

Growing New York's Life Science Community for Over 25 Years



2015-2016 Sponsor Prospectus

Attaining Greater Involvement with NewYorkBIO
Increasing Visibility with New York's Life Science Community

NewYorkBIO
205 E 42nd St
20th Floor
New York NY 10017
(212) 433-2623

NEWYORKBIO 2015-16 SPONSORSHIP OPPORTUNITIES OVERVIEW

Unless otherwise noted, sponsorships have a 1-year duration from date of inception and do not include Membership
This is a partial benefits list: for full sponsor benefits, please see the 2015-16 Sponsor Prospectus

	KEY SPONSOR BENEFITS									
	INVESTMENT	AVAILABILITY	STANDING BOARD OF DIRECTORS SEAT	EXCLUSIVE MARKETING AND BD OPPORTUNITIES	EXCLUSIVE EVENT SPONSORSHIP	LISTED AS "PREMIER MEMBER" ON NEWYORKBIO WEBSITE, ETC	ROTATING BANNER AD ON WEBSITE	OPPORTUNITY TO PROVIDE BRANDED CONTENT FOR NEWSLETTER	PREMIER 1-YEAR VISIBILITY	COMPLIMENTARY ATTENDANCE TO SELECT EVENT(S)
SUSTAINING MEMBER PACKAGE	\$50,000	Unlimited; includes 1-year membership & Annual Conference Sponsorship	X	X		X	X	X	X	X
CEO BREAKFAST CLUB	\$30,000	1			X	X	X	X	X	X
FELLOWS PROGRAM FOR LIFE SCIENCE ENTREPRENEURS	\$25,000	1			X	X	X	X	X	X
CSO LEADERSHIP SERIES	\$20,000	1			X	X	X	X	X	X
NEW YORK PAVILION @ BIO INTL CONV	\$1,000 - \$25,000	Unlimited				\$20,000 and above	\$20,000 and above	X	X	X
NEWYORKBIO ANNUAL CONFERENCE	\$1,500 - \$35,000	Unlimited				\$20,000 and above	\$20,000 and above	X	X	X
NY-NJ NewX2 BIOCRUISE	\$2,500 - \$15,000	Unlimited						\$5,000 and above	X	X
SUMMER SOIREE	\$1,000 - \$5,000	Unlimited						\$5,000 level	X	X
ANNUAL FINANCE SYMPOSIUM	\$1,000 - \$5,000	Unlimited						\$5,000 level	X	X
ANNUAL HOLIDAY CELEBRATION	\$1,000 - \$5,000	Unlimited						\$5,000 level	X	X
1:1 PARTNERING SUITE & RECEPTION @ JP MORGAN HEALTHCARE CONFERENCE	\$5,000	Unlimited						X	X	X
SUPPLY CHAIN SUMMIT	\$2,000	Unlimited							X	X
PUB NIGHTS	\$1,000	Unlimited							X	X

Interested? Email Joseph Tortorice: jtortorice@nyba.org or call (212) 433-2623

Dear Colleagues,

For over 25 years, NewYorkBIO (New York Biotechnology Association) has provided our members comprehensive support and solutions tailored to the unique needs of New York's innovative and productive life science community. Indeed, NewYorkBIO directly and indirectly services over 800 public and private companies, research organizations, and others, that employ over 79,000 people and generate over \$40B in revenue.

Our membership comprises more than 200 organizations, including therapeutic, medical device, and diagnostic companies, digital and e-health organizations, agricultural and industrial biotechnology, leading research institutions and universities, angel groups, investment banks, and venture capital firms.

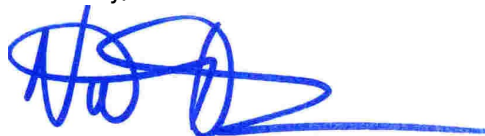
NewYorkBIO programs offer a unique platform for accessing the entrepreneurs, researchers, investors, and others, bringing the New York life science community together to connect, learn, network and grow. Our events range in size, focus, and format, but are designed to address a broad range of industry and professional experiences.

Throughout the year, NewYorkBIO events offer companies the chance to engage directly and personally with key life science decision makers, and to reach a highly targeted audience. We work closely with our sponsors to craft thoughtful, effective packages that meet their marketing goals while promoting the advancement of the industry.

In this prospectus, you will find a range of available sponsorships, from intimate, C-level-only breakfast roundtables to our large-scale, multi-day Annual Conference. Depending on the sponsorship specifics, sponsorships include website recognition; pre- and post-event visibility through e-marketing; advertising in printed programs; and complimentary registration. Additionally, new opportunities may be created throughout the year. Have an idea for a great symposium, roundtable, or other event? Let me know!

We look forward to helping you take advantage of these opportunities and to help select the best options for your needs and budget.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Nathan Tinker', with a long horizontal line extending to the right.

Nathan Tinker, Executive Director

SPONSORSHIP OPPORTUNITIES

Sustaining Member Package	6
NewYorkBIO Annual Conference	8
CEO Breakfast Club	13
CSO Leadership Series	14
New York Pavilion @ BIO International Convention	15
Fellows Program for Life Science Entrepreneurs	18
1:1 Partnering Suite & Reception @ JP Morgan Healthcare Conference	19
Pub Night @ BIO CEO & Investor Conference	20
New York-New Jersey Annual BioCruise	21
Summer Soiree	22
Supply Chain Summit	23
Annual Finance Symposium	24
Annual Holiday Celebration	25
Sponsorship Expression of Interest Form	26

Events in Planning
Pharma Business Development & Partnering Days

BY FOCUS AREA

Major Events

- NewYorkBIO Annual Conference
- New York Pavilion @ BIO International Convention

Executive Focus

- CEO Breakfast Club
- CSO Leadership Series
- 1:1 Partnering Suite @ JP Morgan Healthcare Conference
- NewYorkBIO Annual Conference
- Annual Finance Symposium

Partnering Focus

- NewYorkBIO Annual Conference
- 1:1 Partnering Suite @ JP Morgan Healthcare Conference
- Supply Chain Summit
- Pharma Business Development & Partnering Days

Early Stage Company Focus

- Fellows Program for Life Science Entrepreneurs
- NewYorkBIO Annual Conference
- Annual Finance Symposium

Networking and Business Development Focus

- NewYorkBIO Annual Conference
- NewYorkBIO & Friends Reception @ JP Morgan Healthcare Conference
- Pub Night @ BIO CEO & Investor Conference
- New York-New Jersey Annual BioCruise
- Summer Soiree
- Annual Holiday Celebration

PRELIMINARY 2015-16 MAJOR EVENTS SCHEDULE

AUG 2015

18 Summer Soiree

SEP 2015

9 CSO Leadership Series

10 Board of Directors Meeting

OCT 2015

14 CEO Breakfast Club

TBD NY/NJ Life Science Supply Chain Summit

NOV 2015

4 NewYorkBIO Finance Symposium

DEC 2015

8 Board of Directors Meeting

8 Holiday Celebration

TBD CSO Leadership Series

JAN 2016

10 NewYorkBIO & Friends Wine Reception @ JP Morgan Healthcare Conference, San Francisco

11-14 NewYorkBIO 1:1 Partnering Suite @ JP Morgan Healthcare Conference, San Francisco

FEB 2016

TBD CEO Breakfast Club

8 NewYorkBIO Pub Night @ BIO CEO & Investor Conference

9-10 BIO CEO & Investor Conference, NYC

TBD CSO Leadership Series

TBD NewYorkBIO Advocacy/Lobby Day, Albany

MAR 2016

TBD CEO Breakfast Club

TBD Board of Directors Meeting

APR 2016

TBD CEO Breakfast Club

TBD Federal Legislative Fly-in, Washington DC

TBD Roundtable

MAY 2016

11-12 NewYorkBIO Annual Conference

TBD CEO Breakfast Club

JUN 2016

TBD CSO Leadership Series

14-19 New York Pavilion @ BIO International Convention, San Francisco

25 Board of Directors Meeting

JUL 2016

TBD NY/NY NewX2 BioCruise 2016

SUSTAINING MEMBER PROGRAM

The NewYorkBIO Sustaining Member Program offers the highest value and greatest reach for companies seeking a prominent position in New York's life science community.

The program provides unparalleled visibility and contact opportunities throughout the year at a number of events, ensuring that your brand identity is reinforced on an active and ongoing basis, not just once or twice a year.

Sustaining Member programs are built on an individual, per-company basis and may include benefits from the menu below. Other benefits not listed here may be considered, as well. Program benefits and costs undergo revision on an annual basis.

Sustaining Member Program Annual Investment: \$50,000

BENEFITS

Annual Membership

- One-year Premier Membership included

High-Level Access Opportunities

- Invitation to join NewYorkBIO Board of Directors for as long as Sustaining Membership is maintained
- Invitation for one company representative to attend private VIP receptions at NewYorkBIO Annual Conference and other select opportunities on an ad hoc basis
- Regular opportunities to network with NewYorkBIO Board of Directors, key industry leaders, and major NewYorkBIO stakeholders

Exclusive Visibility

- Opportunity to host 2 roundtables/networkers at your facility on the topic of your choice (sponsor is responsible for food/beverage etc)
- NewYorkBIO Website
 - Recognition among rotating Premier Member logos on NewYorkBIO front page with hyperlink to corporate website
- NewYorkBIO Newsletter and Member e-Communications
 - Opportunity to place one complimentary hyperlinked banner ad in electronic member newsletter;
 - Regular opportunity for guest column access in electronic member newsletter;
 - Logo in member electronic newsletter.

Annual Events

- NewYorkBIO Annual Conference
 - All benefits of "Diamond" level sponsorship (\$15,000 value);
 - Complimentary registration for 10 individuals;
 - Reserved table at luncheon keynote;
 - Recognition by logo in the conference program and conference website;
 - Complimentary display space.

Networking and Business Development Events

- Includes recognition at the following events:
 - Pub Night @ BIO CEO & Investor Conference;
 - New York-New Jersey Annual Bio-Cruise;
 - Summer Rooftop Soiree;
 - Annual Holiday Celebration;
- Complimentary registration for 2 individuals;
- Recognition by logo in the event collateral.

Additional Events

- Complimentary registration for 2 individuals to select new events developed and added through the course of the year.
-

NEWYORKBIO ANNUAL CONFERENCE

May 11-12, 2016

Multiple Sponsorship Opportunities

1,100+ attendees

10 on the Park @ Time Warner Center, NYC

LEAD SPONSORSHIP OPPORTUNITIES

Keynote Sponsor

2 available

Investment: \$35,000

- The premier sponsorship level of the Conference
- Exclusive sponsorship of one of the two Conference Keynote programs
- Opportunity to present a short video presentation during luncheon program
- Opportunity to introduce keynote speaker
- Large above-the-title banner ad on Conference website
- Opportunity to join Conference Steering Committee
- 2 seats at invitation-only CEO reception
- 5 complimentary meeting registrations
- One reserved table at luncheon keynote
- Top-line placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Prime exhibit display space
- Full-page ad in final print program
- One reserved seat at the NewYorkBIO Board of Directors and Keynote Speaker table during luncheon
- Opportunity to submit promotional item at designated lunch event tables and submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Gala Reception Sponsor

2 available

Investment: \$15,000

- Sponsorship of the Conference's largest and best-attended networking event
- Large above-the-title banner ad on Conference website (rotates with Keynote Luncheon Sponsors and Gala Cocktail Reception Sponsor)
- Logo displayed at all food and beverage stations during Reception
- Acknowledgement from the podium during luncheon keynote program
- 1 seat at invitation-only CEO reception
- Opportunity to join Conference Steering Committee
- 2 complimentary meeting registrations
- Top-line logo placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Prime exhibit display space
- Half-page ad in final print program
- Opportunity to distribute promotional item at Gala Reception event table and submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Conference Track Sponsor

6 available

Investment: \$10,000

- Exclusive promotion of full conference track (4 panel/speaker sessions)
- Opportunity to open each session track and introduce speakers
- Logo on all sponsored track signage, in conference program, on conference website and on panel table
- Acknowledgement from the podium during luncheon keynote program
- One reserved table at luncheon keynote
- 1 invitation to invitation-only CEO reception
- Complimentary membership in Conference Steering Committee
- 2 complimentary meeting registrations
- Prime logo placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Table-top exhibit display space
- Half-page ad in final print program
- Opportunity to submit promotional item at Gala Reception event table and submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Post Doc Symposium & Innovation Alley Sponsor

2 available

Investment: \$10,000

- Exclusive sponsorship of the Conference's annual Post Doc & Graduate Student Career Symposium and Innovation Alley poster session
- Underwrites conference attendance fees for post docs and graduate students
- Logo displayed throughout Symposium and Innovation Alley
- Acknowledgement from the podium during luncheon keynote program
- Opportunity to join Conference Steering Committee
- 1 seat at invitation-only CEO reception
- 2 complimentary meeting registrations
- Placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Table-top exhibit booth space
- Half-page ad in final print program
- Opportunity to submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Closing Reception Sponsor

2 available

Investment: \$8,000

- Logo displayed at all food and beverage stations during the reception
- Acknowledgement from the podium during luncheon keynote program
- Opportunity to join Conference Steering Committee
- 1 complimentary meeting registration
- Placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Table-top exhibit display space
- Quarter-page ad in final print program
- Opportunity to submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Networking Break Sponsor

3 available

Investment: \$6,000

- Exclusive sponsorship of one (or more) of three Conference coffee breaks
- Logo displayed at all food and beverage stations during your coffee break
- Acknowledgement from the podium during luncheon keynote program
- Opportunity to join Conference Steering Committee
- 1 complimentary meeting registration
- Placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Table-top exhibit booth space
- Quarter-page ad in final print program
- Opportunity to submit promotional material in Conference registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Meeting Bag/Meeting Giveaway Tags

1 available

Investment: \$6,000

- Exclusive sponsorship of the Conference's bag tags
- Logo displayed on bag tag attached to every registration gift
- 2 complimentary meeting registration
- Placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event

Meeting Lanyards

1 available

Investment: \$6,000

- Exclusive sponsorship of the Conference's ID lanyards
- Name and logo displayed on lanyard distributed to every attendee
- 2 complimentary meeting registration
- Placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event

EXHIBITION SPONSORSHIP OPPORTUNITIES

Exhibitors at the NewYorkBIO 25th Anniversary Conference will receive unparalleled visibility before New York's life science decision makers. Combining exhibition space and branding opportunities, these sponsorships are the perfect recipe for vendors, service providers, and others who want to show their stuff!

Exhibitions are strategically placed throughout the conference to maximize visibility and 1:1 interactions with conference attendees during the conference. All exhibits will be moved into the reception hall during the Gala Reception

Diamond Sponsor

Investment: \$15,000

- 5 complimentary meeting registrations
- Reserved table at luncheon keynote
- Acknowledgement from the podium
- 1 invitation to invitation-only CEO breakfast
- Opportunity to join Conference Steering Committee
- Prime placement on all Conference marketing materials; projected in PowerPoint during

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- conference; and in printed materials, promotion and signage at event
- Prime exhibit display space
- Full-page B&W ad in final print program
- Opportunity to submit promotional material in registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Platinum Sponsor

Investment: \$12,000

- 4 complimentary meeting registrations
- Reserved table at luncheon keynote
- Acknowledgement from the podium
- 1 invitation to invitation-only Annual Conference CEO breakfast
- Opportunity to join Conference Steering Committee
- Prime placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Prime exhibit display space
- Half-page B&W ad in final print program
- Opportunity to submit promotional material in registration bags
- Early- (pre-conference) and final- (post conference) attendee registration lists (names and addresses)

Gold Sponsor

Investment: \$7,000

- 3 complimentary meeting registrations
- Prime placement on all Conference marketing materials; projected in PowerPoint during conference; and in printed materials, promotion and signage at event
- Exhibit display space
- Half-page B&W ad in final print program
- Opportunity to submit promotional material in registration bags
- Purchase early registration list at discount rate of \$500

Silver Sponsor

Investment: \$5,000

- 2 complimentary meeting registrations
- Exhibit display space
- Purchase early registration list at discount rate of \$750

A La Cart Advertising Opportunities

Advertising in printed final Conference program

	<u>Member</u>	<u>Non-Member</u>
Full-page ad	\$3,000	\$6,000
Half-page ad	\$1,500	\$3,000
Inside front cover	\$4,000	\$8,000
Inside back cover	\$3,750	\$7,000
Back cover	\$6,000	\$12,000

CEO BREAKFAST CLUB

Investment: \$30,000

Exclusive Sponsorship—available to current members only
6 events throughout 2016
25-30 attendees per event



The NewYorkBIO CEO Breakfast Club is an intimate, bi-monthly breakfast and networking event launched in 2013 to bring together experienced life science leadership with emerging and small company leaders in an intimate, open format and headlined by some of the industry's leading entrepreneurs, investors, and more.

With the motto of "brewing better biotech," the Breakfast Club meets 6 times throughout the year and is limited to 25 senior management attendees; no vendors or service providers are allowed except for the exclusive sponsor of the series.

2015 CEO Breakfast Club Speakers

- Jeremy Levin, former CEO, Teva
- Ken Moch, former CEO, Chimerix
- Francois Nader, CEO, NPS Pharma
- Bryan Speilman, EVP, Medidata
- 2 more TBD

2014 CEO Breakfast Club Speakers

- Marc Tessier-Lavigne, President, Rockefeller University
- David Guyer, CEO, Ophthotech
- Tom D'Ambra, CEO, AMRI
- Sharon Mates, CEO, Intra-Cellular Therapies
- Milind Deshpande, CEO, Achillion
- Colin Godard, CEO, Coferon

BENEFITS

- **EXCLUSIVE** sponsorship of all 6 CEO Breakfast Club events
 - Opportunity to introduce each speaker at each event
 - Logo on Breakfast Club website and all event communications and collateral, positioned as "Exclusive Sponsor"
 - Complimentary registration for 1 individual to each event
 - Opportunity to help ID and develop speaker program
-

CSO LEADERSHIP SERIES

Investment: \$20,000

Exclusive Sponsorship—available to current members only
4 events throughout 2016
25-30 attendees per event



Modeled on the highly successful CEO Breakfast Club, the NewYorkBIO CSO Leadership Series is an intimate, breakfast and networking event launched in 2013 to bring together experienced life science leadership with emerging and small company leaders in an intimate, open format and headlined by some of the industry's leading scientific officers.

The Series meets 4 times throughout the year and is limited to 25-30 senior management attendees; no vendors or service providers are allowed except for the exclusive sponsor of the series.

2014-15 Leadership Series Speakers

- Robert Urban, PhD, Head, J&J Innovation
- Eric Shadt, PhD, Mount Sinai
- Judith Dunn, PhD, Global Head of Clinical Development, Roche
- Anthony Coyle, PhD, CSO, Pfizer CTI
- Greg Plowman, PhD, VP, Oncology, Eli Lilly

CSO LEADERSHIP SERIES EXCLUSIVE SPONSORSHIP

BENEFITS

- **EXCLUSIVE** sponsorship of all 4 CSO Leadership Series events
 - Opportunity to introduce each speaker at each event
 - Logo on CSO Leadership Series website and all event communications and collateral, positioned as "Exclusive Sponsor"
 - Complimentary registration for 1 individual to each event
 - Opportunity to help ID and develop speaker program
-

NEW YORK PAVILION @ BIO INTERNATIONAL CONVENTION

June 6-9, 2016

Multiple Sponsorship Opportunities

15,000+ Conference attendees

The 2016 New York Pavilion will offer premium location at the entrance of the Exhibit Hall and at the main entrance into the Business Forum area, providing an incredible level of visibility with attending life science and pharma executives. It offers a turn-key solution that allows your company to exhibit on par with large corporate players at a fraction of the cost. Included in your 2015 New York Pavilion Sponsorship:

- Fully furnished and carpeted space
- Open floor format with multiple areas to hold your meetings
- Access to LEAD retrieval information post-convention
- Company Directory listing in the online myBIO event planner
- Access to the One-on-One Partnering system to schedule appointments within the New York Pavilion

With some 15,000 attendees from around the globe, the BIO International Convention is by far the largest gathering of life science leaders in the world. The 2015 Convention in Philadelphia drew thousands of leading biotech companies across the globe, top 25 pharma companies, top 20 CROs and CMOs, more than 300 academic institutions including the major research labs and government agencies and the leading consultants and service companies.

The convention floor attracts a full range of executives: more than 65% of attendees have titles of Manager, Directors, C-Level and Executive Management with 40% of the attendees from companies of 500+ staff and 27% from companies 20 employees or less.

2016 Convention will take place June 6-9 in San Francisco. The New York Pavilion is an important resource for convention attendees and as a pavilion sponsor, this is your opportunity to be among the first to have in-person contact with them:

- Executives inquiring into business opportunities with the life science community in New York
- Companies looking to relocate or establish a presence within the state of New York
- International delegations looking to connect with key industry players throughout the state

New York Pavilion Platinum Sponsor

Investment: \$15,000

Three (3) opportunities available

Your company will receive top billing and will be positioned as an exclusive sponsor for the pavilion for one of the three convention days (based on availability).

Program

- You will be provided with an opportunity to work with the Pavilion organizers to participate in pre-scheduled speaking opportunities or to

select and plan a discussion topic, including speaker selection – to be presented on stage within the Pavilion during your sponsored day

- One Exhibitor Partnering Account providing access to One-on-One software for scheduling appointments at the New York Pavilion*

New York Pavilion Gold Sponsor

Investment: \$10,000

Two (2) opportunities available

Your company will receive top billing and be positioned as exclusive sponsor of the Pavilion Reception.

Program/Business Development

- You will be provided with an opportunity, together with the Pavilion organizers, to participate in planning New York Pavilion Reception, including invitation list and related marketing outreach
- Complimentary exhibit display inside New York Pavilion
- One Exhibitor Partnering Account providing access to One-on-One software for scheduling appointments at the New York Pavilion*

New York Pavilion Silver Sponsor

Investment \$8,500

Seven (7) opportunities available

Showcasing truly the best New York has to offer – companies, research institutions, cities – exhibiting inside the New York Pavilion will be a perfect opportunity to gain premium visibility.

High Level Business Development

- Complimentary exhibit display inside New York Pavilion
- One Exhibitor Partnering Account providing access to One-on-One software for scheduling appointments at the New York Pavilion*

Convention Registrations

- One Convention Pass
- Three Exhibitor Booth Personnel Passes

Convention Registrations

- One Convention Pass
- Three Exhibitor Booth Personnel Passes

Corporate Messaging

- 1st tier level of logo recognition on all Pavilion collateral
- Positioned as Platinum Sponsor throughout all pavilion marketing
- Two on-stage speaking opportunities

Convention Registrations

- One Convention Pass
 - Three Exhibitor Booth Personnel Passes
- Corporate Messaging**
- Top tier level of logo recognition on all

Pavilion collateral

- Exclusive visibility on New York Pavilion
- Reception marketing materials**
- Positioned as Gold Sponsor throughout all pavilion marketing

Corporate Messaging

- 2nd tier level of logo recognition on all event collateral
- Prominent placement of company logo on booth signage
- Positioned as Silver Sponsor throughout all pavilion marketing
- On-stage speaking opportunities (based on availability)

New York Pavilion Bronze Sponsor

Investment: \$4,500

Four (4) kiosks available

Eight (8) speaking opportunities

High Level Business Development

Choose one:

- Complimentary kiosk space inside New York Pavilion
- One on-stage speaking opportunity
- Upgrade to one Exhibitor Partnering Account providing access to One-on-One software for scheduling appointments at the New York Pavilion at a rate of \$99.00

New York Pavilion Champion Sponsor

Investment: \$3,000

Ten (10) opportunities available

High Level Business Development

- An opportunity to place two pieces of marketing collateral with the New York Pavilion (shared literature racks)
- Upgrade to one Exhibitor Partnering Account providing access to One-on-One software for scheduling appointments at the New York Pavilion at a rate of \$99.00

New York Pavilion Supporter

Investment: \$1,000

Corporate Messaging

- Company logo included on signage inside New York Pavilion

Convention Registrations

- One Exhibitor Booth Personnel Pass Corporate Messaging
- 3rd tier level of logo recognition on all event collateral
- Company logo on kiosk signage
- Positioned as Bronze Sponsor throughout all

Convention Registrations

- One Exhibitor Booth Personnel Pass

Corporate Messaging

- Company logo inside New York Pavilion

Additional Convention Admissions

- Exhibitor Booth Personnel Pass: \$199
- Exhibitor Partnering Account: \$99

FELLOWS PROGRAM FOR LIFE SCIENCE ENTREPRENEURS

Investment: \$25,000

Multiple Sponsorships

The NewYorkBIO Fellows Program for Life Science Entrepreneurs offers emerging companies the opportunity to access NewYorkBIO's extensive services, benefits, and network to help them grow. The program offers a complimentary scholarship providing early-stage companies with full access to the complete NewYorkBIO portfolio of benefits, including the Purchasing Consortium, and discounted access to seminars, conferences, and networking events. To qualify as Fellows, companies must be early stage life science companies of seven or fewer employees that have received less than \$5 million in funding.

Currently, 42 early stage companies are enrolled in the Fellows Program.

Fellows Program Sponsorship

Fellows Program sponsors will help to underwrite the scholarships of the Fellows.

- Sponsor receives naming rights to the Program, eg, "[Your Company] Fellows Program for Life Science Entrepreneurs" and individual companies as "[Your Company] Fellows"
 - Logo on Fellows Program website and all related communications and collateral
 - Complimentary registration for 1 individual to each event
 - Opportunity to help ID and develop new Fellows
 - Complimentary attendance to Fellows-only events
 - NewYorkBIO will work with the sponsor to develop and convene 2 Fellows-only roundtables/symposia during the sponsor year
-

1:1 PARTNERING SUITE/RECEPTION @ JP MORGAN HEALTHCARE CONFERENCE

Investment: \$5,000

Jan 10-15, 2016
Multiple Sponsorships Available
400-450 attendees
San Francisco, CA

The 33rd Annual JP Morgan Healthcare Conference is the largest annual investment event in biotech, featuring approximately 300 companies, both public and private; the biggest names in the biopharma, device, diagnostic, and healthcare sectors.

NewYorkBIO will host a suite for members to use for 1:1 meetings, conference preparation, office work or to get ready for the next speaker session.

Partnering Suite/Reception Sponsorship

- Logo visibility and Sponsor recognition at NewYorkBIO & Friends Collaborative Reception, January 10
 - Ten tickets to NewYorkBIO & Friends Wine Reception for sponsor staff and clients (Jan 10)
 - Two hours of meeting time in NewYorkBIO Members-Only Partnering Suite, January 11-13
 - Logo and signage in Partnering Suite and in all event collateral
 - Opportunity to leave gift and/or company marketing collateral in Partnering Suite
-

PUB NIGHT @ BIO CEO & INVESTOR CONFERENCE

Investment: \$1,000

Feb 2016

Multiple Sponsorship
150-200 attendees

The BIO CEO & Investor Conference is one of the largest investor conference focused on established and emerging publicly traded and select private biotech companies. Because its mission is to support industry-wide success, the conference presents a broad and unbiased view of investment opportunities.

NewYorkBIO is the Local Co-Host of the BIO CEO & Investor Conference, and an active participant in developing and producing the conference.

To kick the conference off, NewYorkBIO hosts a Pub Night on the Sunday evening before the conference. All CEO & Investor Conference attendees are invited to attend.

Pub Night Sponsorship

- Logo visibility and Sponsor recognition on all event marketing, emails, collateral and signage
 - Opportunity to distribute gift and/or company marketing collateral at event
 - Complimentary attendance for 5 sponsor staff and clients
-

NEWYORKBIO-BIONJ ANNUAL BIOCRUISE

July 2016

Multiple Sponsorships Available

200+ attendees

Now in its 9th year, the NewX2 BioCruise is the signature joint event of NewYorkBIO and BioNJ, bringing together the life science communities from both states. Featuring dinner, drinks, and music, as we cruise the New York Harbor and the Hudson and East Rivers with fantastic views of NYC and New Jersey, and the best life science networking of the summer.

BioCruise draws more than 200 attendees and offers sponsors over 4 hours of direct contact with attendees.

NewYorkBIO-BioNJ BioCruise Sponsorship

Hudson River Sponsor

Investment: \$5,000

- Display table on boat for promotional giveaways
- Company logo on both BioNJ and NewYorkBIO websites and registration pages
- Company listed in invitations & dinner program
- Company listed on all publicity associated with the event
- Display of company logo on the boat
- Three complimentary tickets

- Company listed in invitations & dinner program
- Company listed on all publicity associated with the event
- Display of company logo on the boat
- Two complimentary tickets

Hudson Dock Bon Voyage Sponsor

Investment: \$2,500

- Company logo on both BioNJ and NewYorkBIO websites and registration pages
- Company listed in invitations & dinner program
- Company listed on all publicity associated with the event
- Display of company logo on the boat
- One complimentary ticket

Lady Liberty Cocktail Reception Sponsor

Investment: \$4,000

- Company logo on both BioNJ and NewYorkBIO websites and registration pages

SUMMER SOIREE

Investment: \$2,500-\$5,000

August 2016
Multiple Sponsorships Available
200-250 attendees

Now in its 5th year, the Summer Soiree is the signature joint event of NewYorkBIO and the Licensing Executives Society, featuring snacks and drinks in NYC's fresh summer air.

The Soiree draws more than 200 attendees and offers a unique setting and feel.

Summer Rooftop Soiree Sponsorship

- Company logo on websites and registration pages
 - Company listed in invitations signage at the event
 - Company listed on all publicity associated with the event
 - Three complimentary tickets
 - Opportunity to distribute attendee gift and/or collateral
-

NEWYORKBIO-BIONJ SUPPLY CHAIN SUMMIT

Investment: \$2,000

October 2015 (Date TBD)

Multiple Sponsorships Available

200-300 attendees

Newly empowered consumers around the world are creating dynamic new markets for products that promise to sustain and improve the quality of their lives. This is exciting news for life sciences companies looking to grow, but global growth also comes with supply chain challenges.

From understanding the regulatory environment of every country a company plans to distribute products, to the protection of sensitive and valuable products throughout the supply chain, global supply chain management is fundamentally about the compliant, uninterrupted, safe and seamless flow of materials and data.

Join us to hear experts who have successfully met these challenges provide critical insights for creating a supply chain that is capable of meeting the global demands for your life-saving products.

Four panels will convene throughout the morning and early afternoon to discuss current supply chain challenges in the life sciences arena. Subject matter experts will share their thoughts and experiences in an intimate setting of up to 150 attendees.

NEWYORKBIO ANNUAL FINANCE SYMPOSIUM

Investment: \$1,000-\$2,500

November 4, 2015
Multiple Sponsorships Available
200-300 attendees
New York Genome Center, NYC

Now in its third year, the annual NewYorkBIO Finance Symposium focuses on important financing issues facing early- and mid-stage life science companies.

“Who Needs a VC?: New Models for Funding Biomedical Research”

Wednesday, Nov 4
8:00-1:00
New York Genome Center

Previous Finance Symposia:

- “Who Needs a Biotech VC, Anyway?” (2014) with speakers from Atlas Venture, Deerfield, Pfizer, Aisling Capital, Kadmon, Johnson & Johnson, and more.
- “Non-Dilutive Funding” (2013) with speakers from Royalty Pharma, The Michael J. Fox Foundation, Pfizer, Excell Partners, and more.

NewYorkBIO Finance Symposium Sponsorship

Session Sponsor \$2,500 (4 available)

- Opportunity to moderate one panel session or fireside chat (first come, first choice)
- Name/logo on all signage
- Name/logo on each conference website page
- 4 complimentary registrations
- Opportunity to provide an attendee gift
- Full conference attendee list with contact information (pre- and post-event)

Supporting Sponsor \$1,000

- Name/logo on all signage
 - Name/logo on every conference website page
 - 2 complimentary registrations
 - Opportunity to provide an attendee gift
 - Full conference attendee list with contact information (post-event)
-

NEWYORKBIO ANNUAL HOLIDAY CELEBRATION

Investment: \$5,000

December 8, 2015

Multiple Sponsorships Available

200-300 attendees

NewYorkBIO's annual Holiday Celebration brings New York's life science community together like no other networker of the year.

NewYorkBIO Holiday Celebration Sponsorship

- 5 complimentary registrations
 - Logo/link on all marketing signage, emails, and registration pages
 - Opportunity to address the audience from podium
 - Opportunity to provide take-away marketing materials and/or attendee gifts
 - Opportunity to run a brief video or loop Powerpoint slides on screen
 - Pre-event and final attendee contact lists
-

SPONSORSHIP EXPRESSION OF INTEREST

Sponsorships Contact:

Joseph Tortorice
VP, Operations
(212) 433-2623
jtortorice@nyba.org

Membership Contact:

Patricia Wadington
Director, Membership
(212) 433-2623
pwadington@nyba.org

Company Name: _____ Member: YES | NO

Primary Contact Name: _____

E-mail: _____

Telephone #: _____ ext.: _____ Fax #: _____

Address: _____

City, State, ZIP: _____

☐ My organization would like to sponsor: _____

☐ Please contact me—I want to support NewYorkBIO and need help selecting the best option.

☐ Please contact me about combining my organization's membership with sponsorship(s).

Your Commitment TOTAL: \$ _____

Payment Info: ☐ AmEx ☐ VISA ☐ MasterCard ☐ CHECK ☐ Please Invoice

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____

Signature: _____

Unless otherwise noted, please make all checks payable to New York Biotechnology Association.

All checks must be received two weeks prior to the sponsored event date. New York Biotechnology Association Inc. dba NewYorkBIO is a 501 (c)(6) organization. Please let us know if you require NewYorkBIO Federal Tax ID information or if you would like to receive a copy of the paid invoice.

Please email a copy of this form to jtortorice@nyba.org or take a phone-pic and text it to 212-433-2623.

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